

It's a Fun and Fitness First as 2K Play and Nickelodeon Announce Nickelodeon(R) Fit Exclusively for Wii(TM)

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For the first time ever characters from Dora the Explorer, Go, Diego, Go!, Ni-Hao, Kai-lan and The Backyardigans come together in a fitness game designed for children

NEW YORK, Jun 15, 2010 (BUSINESS WIRE) --2K Play and Nickelodeon are pleased to announce Nickelodeon(R) Fit, a landmark youth fitness product designed exclusively for the Wii(TM) system. Scheduled for release this fall, Nickelodeon Fit provides a new way for kids to stay physically active as they exercise and engage with their favorite characters Dora, Diego, Kai-lan and The Backyardigans, all together in a video game for the first time.

Developed in collaboration with physical education and exercise science expert Dr. Jackie Goodway, **Nickelodeon Fit** features 30 exercise games targeting cardiovascular activity, core muscles, upper and lower body strength, balance, motor skill development and foot and hand-eye coordination. Using either the Wii Remote(TM) or the Wii Balance Board(TM) accessory, kids embark in an imaginative array of physically challenging activities. They can jump rope with the Backyardigans, go river rafting with Diego, leap over hurdles with Kai-lan, pogo stick with Dora and even participate in a stamina-building relay race featuring all of the game's characters.

"We're excited to introduce a product that helps address the evolving recommendations for children to engage in physical activity, in a game where breaking a sweat with your Nickelodeon friends is not only fun but can be heart healthy," said Steve Lux, vice president of business development for 2K Play.

"Our association has found that many children are not engaging in enough physical activity to promote positive health outcomes," said Dr. Goodway, chair of the National Association of Sport and Physical Education (NASPE) "Active Start" physical activity guidelines committee. "**Nickelodeon Fit** employs four principles to help counter this trend: frequency, intensity, time and type, thus encouraging gamers to exercise regularly, try activities with different intensity levels, extend their exercise time and add variety to their daily regimen."

Nickelodeon Fit incorporates a tracking feature so parents can monitor the progress of their children in metrics, including total exercise time and different intensities of physical activity on a daily, weekly and monthly basis. In addition, they can customize workout routines to focus on designated areas of improvement. For example, cross-country biking with Dora can be selected to address endurance and dirt boarding with Diego can be selected to help improve balance and dexterity.

"We are delighted that **Nickelodeon Fit** combines our most beloved preschool characters with an innovative fitness game," said Shaan Kandawalla, Vice President, Digital Retail Games, Nickelodeon. "Combining 2K Play's creativity with Nickelodeon's goal of teaching through interactivity, **Nickelodeon Fit** will provide families with a wonderful opportunity to connect and learn while spending time together through physical activity."

Nickelodeon Fit is being developed by High Voltage Software, Inc. and features voice actors from the popular Nickelodeon television shows. The game is tested by children for age-appropriateness and exercise fun. It has not yet been rated by the ESRB and will be demonstrated during E3 at the 2K booth (#2823, South Hall).

For more information, please visit <http://www.2kgames.com/2kplay> or follow 2K Play on Twitter (twitter.com/2KPlay).

2K Play is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO).

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer and publisher of interactive entertainment software games for the PC, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft,

Wii(TM), Nintendo DS(TM), iPhone(TM), iPod(R) touch and iPad. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at <http://www.take2games.com>.

About Nickelodeon Consumer Products

Nickelodeon Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 31st year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

About Dr. Jackie Goodway

Dr. Jacqueline D. Goodway is an Associate Professor at the Ohio State University, in the School of Physical Activity and Educational Services. Dr. Goodway received her Ph.D from Michigan State University in Motor Development and Adapted Physical Education. Her research agenda focuses on issues associated with the promotion of motor skill development and physical activity in young children. She has published 2 book chapters, 25 plus articles, 50 research abstracts, and has made over 100 presentations. As a result of this work Dr. Goodway has received the Lolas E. Halverson Young Investigator award from the Motor Development Academy of the National Association of Sport and Physical Education (NASPE); the Mabel Lee Award from the American Alliance of Health, Physical Education, Recreation and Dance (AAHPERD); and has been inducted as a Fellow of the Research Consortium of AAHPERD.

About High Voltage Software, Inc.

High Voltage Software, Inc. is an award-winning studio that has been developing games and simulations for over 17 years. Located in Hoffman Estates, Illinois, it now employs over 180 staff members. The independent company has successfully produced a wide variety of license-based video game titles that include early childhood development, professional sports, simulations, motion picture adaptations, and original and innovative intellectual properties. More information about High Voltage Software and its products can be found at <http://www.high-voltage.com>.

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The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and

information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2010, and the Company's other periodic filings with the SEC, which can be accessed at <http://www.take2games.com>. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6327943&lang=en>

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